



GCERF

Global Community Engagement
and Resilience Fund

Request for Proposal 2020-03- Video creation app

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About GCERF

The Global Community Engagement and Resilience Fund (GCERF) is a global fund for the prevention of violent extremism (PVE). Based in Geneva, GCERF supports grassroots initiatives tackling the drivers of radicalisation in Bangladesh, Kenya, Kosovo, Mali, Nigeria, Tunisia and the Philippines.

Description of Services

Objectives of this RFP

As per new Communications Strategy developed at the end of 2018, GCERF has to proactively reach out to external audience targeting existing and potential donors, influencers in PVE community and expand partnerships. Among numerous proposed initiatives, GCERF prioritised several to be implemented in 2020.

In particular, videos promoting our work on the ground is one of the key elements.

Considering high costs of bringing a professional team to our countries of operations, GCERF is looking to find an external provider of video creation app that can be easily used on the phone. In addition, we would require video production support due to limited resources in-house.

A service provider will supply GCERF with a mobile video app to be used by GCERF staff to film our work on the ground. It will also support quick and professional post-production and editing services, including generating sub-titles, in coordination with GCERF staff.

Work to be performed and deliverables

Video creation app

Functionalities

- The app should be user-friendly for all staff members and GCERF grantees, upon request;
- The app should have a user-friendly design and be intuitive and easy to use;
- The app should be available for download from Google Play or the Apple app store to be used on a mobile; no purchase of additional video cameras required;
- Users should be able to create a script for footage and then follow on-screen instructions to film;
- The app should have a smart system for uploading footage to a secure server, based in Europe, directly in-app;
- The footage is downloaded, stored and edited by a professional team following initial script and objectives and respecting tight deadlines;
- A service provider should be able to produce videos with subtitles, including translation from local languages of countries, where GCERF operates;
- The GCERF team should be able to review, make edits and approve the final film: planned production of 5-8 videos per year of 4-5 minutes each;

- Providing coaching, training and end-user support to GCERF staff and grantees, when needed.

Characteristics of the provider

The selected firm should be a digital marketing agency specialising in and video production, with experience working in the international public or non-governmental sector. Presence in Geneva and immediate onsite support, when needed, is an advantage.

The provider must comply with all applicable laws and regulations. It should adhere to a strict confidentiality policy in relation to client information, and have strong data security measures in place.

Its staffing levels, qualifications and expertise should be appropriate to be able to provide timely and high quality services. The provider should demonstrate a high degree of commitment to good customer service. The composition of the team servicing GCERF's account would be an important factor in the decision making process of GCERF.

The fees charged should be reasonable, competitive and related to services rendered. The contract will be awarded to the most technically acceptable, creative and reasonably priced proposal. Creativity will be evaluated based on originality and visually captivating graphics of previous work.

Submission of proposals

Proposals should follow the template provided below. Failure to follow the proposal structure or to comply with the instructions in this Request for Proposal will be at the bidder's risk and may affect the evaluation of the proposal.

Proposals may be sent by mail or courier in a closed envelope to GCERF's offices clearly marked "Bid reference: 2020-03". The proposal may also be submitted by email in the form of "pdf files". The email should be addressed to bids@gcerf.org.

Deadline: 16 March 2020

Period of validity of the proposal

The proposal must be valid for a period of 120 days following submission.

Cost of preparation and submission of the proposal

The bidder shall bear all costs associated with the preparation and submission of the proposal, including but not limited to the possible cost of discussing the proposal with GCERF, making a presentation, negotiating a contract and any related travel. GCERF will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.

Selection of bidders

Bidders are requested to provide the most appropriate and most cost-effective solution to meet the requirements.

The selection will be made based on a number of criteria that will be applied systematically to all bids received.

- Capability and experience of the company in video production;
- Experience with the international non-profit or public sector;
- Credibility of the firm;
- Quality of the proposal;
- Understanding of GCERF's communications needs and its operational environment
- Experience and organisation of the proposed team;
- Technical approach and proposed methodology;
- Ability to deliver within specified time frames, and
- Appropriate fee for value.

Proposal template

Bidders must submit their proposal following the template below:

The proposal is made up of four different sections

1. Disclosure form
2. Profile of the bidder
3. Technical proposal
4. Financial proposal

Please keep the overall proposal within 10 pages. You may annex additional information as needed.

1. Disclosure form

To be completed by a duly authorized representative of the Bidder: On behalf of (name of public institution/private or public business entity/myself) (referred to in this document as "the Bidder"), I (name and title of the Bidder's representative) confirm that I am a duly authorized representative of the Bidder and hereby submit this proposal in response to GCERF's Request for Proposal 2020-03. confirm that all statements and representations made in the proposal are true and correct.

Date submitted:

Submitted by: (Name of Bidder)

Name and Title of Authorised Representative:

Date:

Signature

2. Profile of the Bidder

Please provide a brief background of the Bidder.

Please explain the legal status of the bidder; including its registration with the relevant competent authorities.

Please explain your organizational strengths and values and your customer service approach.

3. Technical Proposal

A. Business need: Please indicate your understanding of GCERF's business needs for which you are submitting this proposal.

B. Objectives and deliverables :

Please list the deliverables as specified in this Request for Proposal and indicate whether and how the Bidder commits to deliver these.

Optional: Present deliverables not listed in this Request for Proposal but which in your expert assessment, are necessary to achieve the objectives of this request.

C. Approach:

Please provide information on the following:

1. Methodology/approaches you would use to provide the requested services (both regular and ad hoc support);
2. Work plan: Please explain how you would approach the planning of the regular support, what tasks/phases, deliverables, schedule of activities may be included in the plan;
3. Measures to ensure quality control over the delivery of services to GCERF.

D. Service Management Plan:

Please explain how you would coordinate the service offering, including proposed meetings and any proposed mechanism for coordinating with GCERF.

E. Team Composition:

1. Please explain how the core team you would use to provide the services would be organised,

2. Please provide information on individual team members that could be involved in providing services should your firm be retained,
3. Please explain how you would ensure continuity of the team membership.

F. Risk Mitigation Plan:

Please list any identified risks which may affect the successful delivery of services and any proposed mitigating measures.

G. Assumptions (optional):

Please list the assumptions on which your proposed approach and successful completion of deliverables are based that you think would be important for GCERF to understand.

H. References:

Please provide information on prior and recent experience with similar requirements and references that GCERF may contact. Please indicate if the name of the client may be disclosed and if GCERF may contact the client for reference. If so, kindly provide their name and contact information.

4. Financial Proposal

Application should include following:

- Cost of video production and post-production support
- Cost of translation/subtitles
- Additional costs such as content management license fees, functionality license or subscription fees, recurring royalties or licenses for the purchase of images, soundtrack or video

It is important that the financial proposal identifies the number of days proposed for different levels of team members and their daily rate. Please indicate travel days if relevant. All other ancillary costs should also be identified in the proposal. Please note that GCERF is exempt from VAT.

Please include basis for invoicing and terms and conditions for payment. GCERF requires detailed billing.

Date